



FOR IMMEDIATE RELEASE

State Treasurer James L. McIntire, Jump\$tart Washington, Seahawk Tarvaris Jackson, and Visa Inc. Collaborate to Highlight the Importance Financial Education and the Use of *Financial Football* in Washington Schools

***Money Management Video
Game Used in Schools to Improve the Financial Education of Washington Students***

Seattle, WA – November 1, 2011 – Tackling the problem of financial education among Washington students head-on, State Treasurer James McIntire, Seattle Seahawks' Quarterback Tarvaris Jackson, Jump\$tart Washington, and Visa Inc. today announced a statewide effort to raise awareness of the importance of financial education in schools. *Financial Football* is a free educational video game and classroom curriculum developed by Visa Inc. The game is an innovative tool used to help improve the money management skills of high school and middle school students.

Treasurer McIntire will kick off this financial education campaign at Rainier Beach High School on November 1, 2010 with help from Seahawks' Tarvaris Jackson, Jump\$tart Washington and Visa officials. McIntire shared the importance of making good financial decisions when they are purchasing their first car or deciding on what college to attend. Jackson shared his personal experiences on the importance of money management with students. McIntire and Jackson then rolled up their sleeves and led student teams in a hard-fought, high-energy game of *Financial Football*.

This free game is accompanied by a classroom curriculum and has been distributed by the Washington State Treasurer's office to public middle and high school in Washington State. The centerpiece of Visa's nationwide educational initiative in partnership with the NFL, NFL players and State Treasurers, *Financial Football* helps students and adults tackle their financial futures.

"Financial education is so important to helping our students shape their future and *Financial Football* is a wonderful and engaging way to get students interested in personal finances and gives them a financial playbook they can use the rest of their lives," Treasurer McIntire said. "This is a valuable program and a great partnership between my office, Jump\$tart Washington, Visa, and the NFL."

"Kids need to know how to make smart money management decisions early in life," Jackson added. "It takes the combined efforts of parents, teachers and mentors within the community to give students a strong background in personal finance."

Available online, at www.washington.financialfootball.com, *Financial Football* puts students' fiscal knowledge to the test in an online simulation game by combining the structure and rules of NFL football with financial education questions of varying difficulty.

"We are thrilled to be a part of this event and to partner with Treasurer McIntire, Visa and the Seahawks to highlight the importance of financial education in our K-12 system," Amy O'Donnell, President of Jump\$tart Washington said. "*Financial Football* is an innovative tool and we are grateful to Visa for developing this resource that we can make available to students and educators here in our state."

"For over a decade, Visa has been committed to promoting financial education and we are proud to assist Treasurer McIntire and Jump\$tart Washington in their efforts to strengthen financial education," said Nancy Panter, Corporate Relations Manager, Visa Inc.

This launch is part of a national educational campaign with Visa, the NFL and NFL PLAYERS, now in its seventh season. Since 2006, Visa has reached agreements with thirty-two states to distribute *Financial Football* to every high school and middle school in those states, including Arizona, California, Colorado, Connecticut, District of Columbia, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Mississippi, Missouri, Nevada, New Hampshire, New York, North Dakota, Ohio, Pennsylvania, Rhode Island, South Carolina, South Dakota, Texas, Vermont, Washington, West Virginia, Wisconsin.

Financial Football is part of *Practical Money Skills for Life* (www.practicalmoneyskills.com) a free, award-winning financial education program that reaches millions of people around the world each year. Launched in 1995, the program is now available in ten languages in thirty countries. At *Practical Money Skills for Life*, educators, parents and students can access free educational resources including personal finance articles, games, lesson plans, and more. Visa also runs *What's My Score* (www.whatsmyscore.org), a leading higher education consumer awareness program.

About Washington State Treasurer James McIntire

James McIntire was elected as Washington's 22nd State Treasurer in 2008. As State Treasurer, McIntire has focused his attention on the safety and security of public funds, the integration of sound financial management throughout state government, and the need for long term financial planning to meet the education and transportation needs of Washington's economy. As well as helping Washington families make sound financial decisions that help them build assets such as education for their children, buying a home or planning for retirement.

About Visa Inc.

Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 20,000 transaction messages a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank, and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: Pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit www.corporate.visa.com. For more information or to schedule an interview, please contact Angela Waugaman for Visa at (703) 683-5004, ext. 133, awaugaman@crccpublicrelations.com or Gina Stark for State Treasurer at (360) 489-4438, Regina.stark@tre.wa.gov